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TRANSMITTAL FORM

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Total Number of Pages in This Submission

Application Number	09/589,266
Filing Date	June 7, 2000
First Named Inventor	Barry Dworkin
Art Unit	3622
Examiner Name	Donald L. Champagne

Attorney Docket Number DWORK-44428

ENCLOSURES (Check all that apply)

- Fee Transmittal Form
 - Fee Attached
- Amendment/Reply
 - After Final
 - Affidavits/declaration(s)
- Extension of Time Request
- Express Abandonment Request
- Information Disclosure Statement
- Certified Copy of Priority Document(s)
- Response to Missing Parts/ Incomplete Application
 - Response to Missing Parts under 37 CFR 1.52 or 1.53

- Drawing(s)
- Licensing-related Papers
- Petition
- Petition to Convert to a Provisional Application
- Power of Attorney, Revocation
- Change of Correspondence Address
- Terminal Disclaimer
- Request for Refund
- CD, Number of CD(s) _____

Remarks _____

- After Allowance communication to Technology Center (TC)
- Appeal Communication to Board of Appeals and Interferences
- Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
- Proprietary Information
- Status Letter
- Other Enclosure(s) (please identify below):
 - Return Receipt Postcard
 - Check for \$165.00
 - Appellant's Brief (3 sets)

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name Aaron T. Borrowman
Kelly Lowry & Kelley, LLP

Signature

Date 06/14/2004

CERTIFICATE OF TRANSMISSION/MAILING

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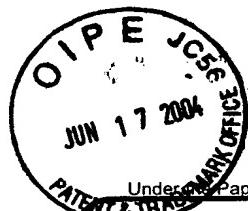
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Date 06/14/2004

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ORIGINAL

PTO/SB/17 (10-03)

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FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 165.00)

Complete if Known

Application Number	09/589,266
Filing Date	June 7, 2000
First Named Inventor	Barry Dworkin
Examiner Name	Donald L. Champagne
Art Unit	3622
Attorney Docket No.	DWORK-44428

METHOD OF PAYMENT (check all that apply)

Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	_____
Deposit Account Name	_____

The Director is authorized to: (check all that apply)

- Charge fee(s) indicated below Credit any overpayments
 Charge any additional fee(s) or any underpayment of fee(s)
 Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)		
1001 770	2001 385	Utility filing fee	_____
1002 340	2002 170	Design filing fee	_____
1003 530	2003 265	Plant filing fee	_____
1004 770	2004 385	Reissue filing fee	_____
1005 160	2005 80	Provisional filing fee	_____
SUBTOTAL (1)		(\$ 0.00)	

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	-20** =	X _____	= _____
Multiple Dependent	- 3** =	X _____	= _____

Large Entity	Small Entity	Fee Description
Fee Code (\$)	Fee Code (\$)	
1202 18	2202 9	Claims in excess of 20
1201 86	2201 43	Independent claims in excess of 3
1203 290	2203 145	Multiple dependent claim, if not paid
1204 86	2204 43	** Reissue independent claims over original patent
1205 18	2205 9	** Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		(\$ 0.00)

**or number previously paid, if greater; For Reissues, see above

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	_____
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	_____
1053 130	1053 130	Non-English specification	_____
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	_____
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	_____
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	_____
1251 110	2251 55	Extension for reply within first month	_____
1252 420	2252 210	Extension for reply within second month	_____
1253 950	2253 475	Extension for reply within third month	_____
1254 1,480	2254 740	Extension for reply within fourth month	_____
1255 2,010	2255 1,005	Extension for reply within fifth month	_____
1401 330	2401 165	Notice of Appeal	165.00
1402 330	2402 165	Filing a brief in support of an appeal	_____
1403 290	2403 145	Request for oral hearing	_____
1451 1,510	1451 1,510	Petition to institute a public use proceeding	_____
1452 110	2452 55	Petition to revive - unavoidable	_____
1453 1,330	2453 665	Petition to revive - unintentional	_____
1501 1,330	2501 665	Utility issue fee (or reissue)	_____
1502 480	2502 240	Design issue fee	_____
1503 640	2503 320	Plant issue fee	_____
1460 130	1460 130	Petitions to the Commissioner	_____
1807 50	1807 50	Processing fee under 37 CFR 1.17(q)	_____
1806 180	1806 180	Submission of Information Disclosure Stmt	_____
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	_____
1809 770	2809 385	Filing a submission after final rejection (37 CFR 1.129(a))	_____
1810 770	2810 385	For each additional invention to be examined (37 CFR 1.129(b))	_____
1801 770	2801 385	Request for Continued Examination (RCE)	_____
1802 900	1802 900	Request for expedited examination of a design application	_____

Other fee (specify) _____

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 165.00)

(Complete if applicable)

Name (Print/Type)	Aaron T. Borrowman	Registration No. (Attorney/Agent)	42,348	Telephone	818/347-7900
Signature	Date 06/14/2004				

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June 14, 2004

Aaron T. Borrowman, Reg. No. 42,348 Date



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of) Group Art Unit: 3622
Barry Dworkin)
Serial No. 09/589,266) Examiner:
Filed: June 7, 2000) Donald L. Champagne
For: BUSINESS CARD)
ADVERTISING METHOD) Docket No.
) DWORK-44428
)

APPELLANT'S BRIEF (37 C.F.R. § 1.192)

Mail Stop: Appeal Brief -Patents [Fee]
Assistant Commissioner for Patents
Attn: Barbara Pilden
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

This Appellant's Brief is submitted in triplicate, pursuant to the provisions of 37 C.F.R. § 1.192(a), together with the requisite fee in the amount of \$165.00 pursuant to 37 C.F.R. § 1.17(c).

I. REAL PARTY IN INTEREST

The real party in interest in this appeal is the party named in caption of this Appellant's Brief, who is the inventor, Barry Dworkin.

Void date: 06/18/2004 JADD01
06/18/2004 JADD01 00000044 09589866
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DWORK-44428
SN 09/589,266
APPELLANT'S BRIEF

II. RELATED APPEALS AND INTERFERENCES.

There are no appeals nor interferences that will directly affect or be directly affected by, or have bearing on the Board's decision in this Appeal.

III. STATUS OF THE CLAIMS.

There are 10 claims pending in this Application (claims 4-13). All pending claims are presented on appeal. These claims are reproduced in the Appendix (attached hereto). As set forth in the Office Action, mailed November 26, 2003 (and as reasserted in the February 19, 2004 Advisory Action), claims 4-8 stand rejected under 35 U.S.C. § 101; and claims 4-13 stand rejected under 35 U.S.C. § 103. No claims have been allowed. The remaining claims (1-3) have been cancelled.

IV. STATUS OF AMENDMENTS.

On August 26, 2003, in response to the first June 4, 2003 Office Action, Applicant cancelled claims 1-3 and added new claims 4-13. In response to November 26, 2003 Office Action, Applicant proposed various claim amendments, but in the February 19, 2004 Advisory Action, these claim amendments were not entered. Accordingly, the claim amendments of the August 26, 2003 Response are reproduced in the Appendix attached hereto.

V. SUMMARY OF THE INVENTION

The present invention, as recited in the pending claims and described in the application, resides in providing a multi-purpose card, typically in the form of a business card 112 or a greeting card 312. Aside from the typical printed matter on such cards, the present invention prints multiple participating vendor web-site addresses on the card. Vendor promotion discount indicia and a promotion code are printed on the card as well (See FIG. 2). A cardholder accesses a computer network to log onto the participating vendor's web-site, using the vendor's web-site address which is printed on the card and which is visually distinguishable

by the cardholder (see FIGS.). The promotional code is then entered at the appropriate time at the web-site and the cardholder is able to obtain the indicated promotional discount. (See Summary of the Invention)

The invention is intended to encourage those receiving business and greeting cards to retain such cards as having value beyond the information printed thereon, such as the business information on the business card. The invention also encourages the cardholder to visit the participating vendors' web-site addresses. There currently exist millions of web-sites. These web-sites can be expensive to set up and maintain. The purpose of these web-sites is to promote the business of the owner of the web-site. However, a common problem is that these web-sites are not visited to the extent that the owner of the web-site would like. In some instances, potential consumers might not even be aware of the vendor's web-site.

Accordingly, potential consumers receiving a business card or the like are encouraged to visit the web-sites in order to receive the promotional discount printed on the card. This bridges the gap between the physical world in which paper and plastic-based cards are given and the electronic world which is accessed through the Internet.

VI. ISSUES ON APPEAL

Claim Rejections Under 35 U.S.C. § 103.

The first issue is whether the subject matter of pending claims 3-8 is directed to non-statutory subject matter.

Claim Rejections Under 35 U.S.C. § 103.

The second issue is whether the subject matter of pending claims 4-13 is obvious over Rodriguez et al. (U.S. 2003/0050961 A1) in view of King (U.S. Patent No. 5,922,427) and Rubstein et al. (U.S. 2003/0061566 A1).

VII. GROUPING OF CLAIMS ON APPEAL.

The non-statutory subject matter rejection is directed to claims 4-8 as a single group; claims 4 and 7 being independent.

The obviousness rejection is directed to claims 4-6 as a single group; claim 4 is independent.

The obviousness rejection is directed to claims 7-8 as a single group; claim 7 is independent.

The obviousness rejection is directed to claims 9-13 as a single group; claim 9 is independent.

The claims of the groups listed above do not stand or fall together as the claims of each group are believed to be separately patentable.

Claims 4-6 are directed to a multi-purpose business card; claims 7-8 are directed to a multi-purpose greeting card; and claims 9-13 directed to a method for encouraging retention of business or greeting cards and simultaneously increasing business to participating web-sites. Moreover, claims 1-8 are subject to 35 U.S.C. § 101 rejection as a separate group from claims 9-13 which are directed to a method and not rejected under § 101.

VIII. ARGUMENT.

35 U.S.C. § 101 Rejection

Claims 4-8 stand rejected under § 101 based upon the assertion that the claimed invention is directed to non-statutory subject matter.

Applicant respectfully traverses this rejection and asserts that the invention is directed to functional matter falling within the scope of §101.

35 U.S.C. § 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof may obtain a patent therefor, subject to the conditions and requirements of this title.

The United States Supreme Court in its *Benson, Flook, and Diehr* decisions have elaborated on the use of the expansive term "any" in §101 as representing Congress' intent not to place any restrictions on the subject matter for which a patent may be obtained beyond those

specifically recited in §101 and other parts of Title 35. The Supreme Court in these decisions has explained that there are only three categories of subject matter for which one may not obtain patent protection namely “laws of nature, natural phenomena, and abstract ideas, such as pure mathematical algorithms and equations”. Applicant’s invention does not fall within these three categories and is in fact functional.

Applicant’s assertion that the claims are directed to statutory subject matter is further supported by the pertinent case law. For example, in In re Miller, 164 USPQ 46 (CCPA 1969), the Examiner and the Board asserted that printed matter on measuring cups or measuring spoons were given no patentable weight. However, the Court of Customs and Patent Appeals reversed these decisions and found that the printed matter of Miller’s invention was functionally related to the volume measuring device.

The Federal Circuit in In re Gulack, 217 USPQ 401 (Fed. Cir. 1983), expounded upon the Miller decision. The sole difference between the appealed claims of the Gulack application and the Wittcoff reference resided in the content of the printed matter. In re Gulack, at 403. The Federal Circuit held that differences between the inventions and the prior art cited against it cannot be ignored merely because those differences reside in the content of the printed matter. The Federal Circuit stated that “under section 103, the Board cannot dissect a claim, excise the printed matter from it, and declare the remaining portion of the mutilated claim to be unpatentable. The claims must be read as a whole.” The Federal Circuit further stated that “what is required is the existence of *differences* between the appealed claims and the prior art sufficient to establish patentability.”

The Federal Circuit reversed the Board and the Examiner and held that there was a functional relationship between the printed matter and the substrate of the appealed claims, and that the relationship between the printed matter and the substrate differed from the relationship exhibited by the corresponding elements of the Wittcoff reference.

Similar to the In re Gulack case, the printed participating vendor web-site addresses and promotion discount indicia and promotion code is functionally related to the business cards and greeting cards which are the subject of Applicant's invention in that posted web-site and promotional discount indicia on the cards encourage the retention of such cards and bridge the gap between the physical world and the electronic world by enticing potential consumers to visit the participating vendors web-sites to obtain such promotional discounts whereas the potential consumers might not otherwise visit the participating vendors web-sites.

Applicant's invention is not directed to a law of nature, natural phenomena, an abstract idea (such as pure mathematical algorithms or equations), and the printed matter on the business or greeting card is functional in that it encourages the retention of the card and the visitation of the web-site for obtaining a discount, Applicant respectfully asserts that these claims recite statutory functional subject matter.

35 U.S.C. § 103 REJECTIONS

Claims 4-13 stand rejected under 35 U.S.C. §103(a) as being obvious over Rodriguez et al., in view of King, and Rubstein et al.

To establish a *prima facie* case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art references must teach or suggest all the claim limitations. See MPEP §2143.

Rodriguez et al. is directed to a system wherein physical or electronic objects are encoded with identifiers, which serve to trigger object appropriate responses from computer systems that encounter such objects. As shown in the flow chart and discussed in paragraphs 10 and 11, Rodriguez et al. supplements the textual information on a card, such as a business card, with steganographically-encoded multi-bit binary data as this does not significantly distract from the visual aesthetics of the card

yet can be used by an associated computer to initiate a link to an Internet site corresponding to the business card giver. As discussed in paragraphs 9-11, Rodriguez et al. preferably uses digital water marking which hides the information in document images, such as by printing very fine lines on a medium to slightly change the medium's appearance or tint, while also conveying digital data, adjusting the contours of printed imagery to convey the digital data, or texturing the surface of the paper to convey optically-detectable binary data.

In contrast to the present invention, the steganographically-encoded multi-bit binary data is not visually distinguishable by a card holder. It is imperative in the present invention that the cardholder be able to readily discern and read the web-site address, promotional discount indicia and promotion code in order to be encouraged to visit the participating vendors' web-site. In contrast, Rodriguez et al. hide such information which is only discernable to an electronic scanner coupled to a computer. Only after scanning the card, decoding the stego data and using the decoded stego data to direct the browser to the web-site is the Internet data displayed for viewing. Such a complicated and expensive method is contrary to the present invention and actually teaches away from the present invention.

The present invention relies upon the card holder being able to easily determine the promotional discount indicia and web-site information in order to encourage the card holder to retain the card and visit the web-site. It is completely contrary to the present invention to hide such information by printing it in very fine lines, such as digital water marking or the like.

With respect to the assertion in the Office Action that Rodriguez et al. also teaches "vendor promotion discount indicia" printed on the business card, a close review of Rodriguez et al. publication will reveal that this is simply not the case. Paragraph 19 of the Rodriguez et al. publication states that at the ultimate web-site, the user is presented with whatever information the business card giver chooses to provide, including biographical information, photos, promotional offers or advertisements

relating to the card givers business. Such “promotional offers or advertisements” are not necessarily equivalent to “promotion discount indicia”. Whereas in the present invention an actual discount is indicated, for example, 10% discount on shoes, buy one get one free, etc., the Rodriguez et al. patent could simply provide promotional advertising material in the form of an audio visual without any related discounts. Furthermore, such information is not printed on the card but rather found at the ultimate site.

The Office Action correctly stated that Rodriguez et al. does not teach multiple vendor web-site addresses printed on the card. Thus, the Office Action combined the teachings of King with Rodriguez et al. King is directed to a disposable cleaning device for cleaning particulate matter, such as lint, dandruff, string, hair, etc. from clothing. King discloses a protective cover which is generally rectangular and has two protective flaps which fold in towards one another to form a pad receiving area. Adhesive-backed leaves are affixed to the pad receiving area and the sheets are removable and when rubbed on clothing the adhesive acts to adhere the particulate matter to the sheet. The cleaning device is sufficiently compact so as to be used in a promotional manner, as a business card and also to carry multiple advertising messages. It is contemplated by King that it be dispensed as part of a hotel room package together with shampoo and other toiletries, or alternatively purchased by a traveler or a consumer at a low cost.

On its face, the disposable cleaning device of King and the complex encoded physical object/computer system of Rodriguez are completely non-analogous to one another and are improperly combined in the rejection. It is not appropriate to use Applicants’ disclosure of a unique combination of elements as a “shopping list” in order to assert that because the separate elements might be found elsewhere in various other apparatuses, the new combination is obvious. “That is not the proper test; rather, the critical inquiry is to whether there is something in the prior art as a whole to suggest the desirability, and thus the obviousness of making the combination.” (Emphasis in original) In re Newell, 13 USPQ 2d 1248,

1250, *supra*, quoting from Fromsen v. Advance Offset Plate, 225 USPQ 26, 31 (Fed. Cir. 1985). When taken as whole, the King and Rodriguez et al. references have absolutely no suggestion of the desirability and thus the obviousness of making the combination of the references.

The mere fact that a prior art structure could be modified to produce the claimed invention would not have made the modification obvious unless the prior art suggested the desirability of the modification. In re Fritch, 23 USPQ 2d 1780 (Fed. Cir. 1992). It is also well-known that it is impermissible within the framework of 35 U.S.C. §103 to pick and choose from a reference only so much of it as will support a conclusion of obviousness to the exclusion of other parts necessary to a full appreciation of what the reference fairly suggest to one skilled in the art. Bausch & Lomb v. Barnes-Hind/Hydrocurve, Inc., 230 USPQ 416 (Fed. Cir. 1986).

Applicant believes that impermissible hindsight was used in reconstructing non-analogous references that should not have been combined in an attempt to reject the claims of the present application. As is well-known, hindsight is strictly forbidden, it is impermissible to use the claims as a framework from which to pick and choose among individual references to recreate the claimed invention. In re Fine, 5 USPQ 2d at 1600.

Notwithstanding the improper combination of the non-analogous references, King simply fails to teach what the Office Action purports. That is, there is absolutely no teaching, disclosure, or even inference that King includes multiple participating vendor web-site addresses, vendor promotion discount indicia, or a promotion code. Instead, in typical fashion of toiletries, bars of soap, shampoos, etc. offered free at hotels, King discloses that the offering company could utilize the cleaning device as an advertisement vehicle by placing the hotel's logo or trademark thereon. There is no mention of multiple participating vendor web-site addresses (or even a single web-site address), promotion discount indicia, or promotion codes. Thus, King fails to overcome the shortcomings of Rodriguez et al. Therefore, the combination of Rodriguez et al. and King fail to render independent claims 4, 7 and 9 obvious and the rejection

should be withdrawn. If an independent claim is not obvious under 35 U.S.C. §103, then any claim depending therefrom is non-obvious. MPEP §2143.03; In re Fine, 5 USPQ 2d 1596 (Fed. Cir. 1988).

The Office Action properly admitted that Rodriguez et al. does not teach promotion codes printed on the card. Thus, the Office Action combined Rodriguez et al. with Rubstein et al. which teaches a unique game code assigned to digital files, such as animated greeting card digital files, for purposes of awarding a prize for a lottery, lucky draw, sweepstakes, contests, promotion and other games which would require some level or security control.

Rubstein et al. is directed to on-line delivery of electronic files, and particularly to dynamically integrating information to construct the electronic files for on-line delivery (Paragraph 003). Rubstein et al. discussed the previous problems of when two or more executable digital files are integrated, they need to be recompiled to properly link the processes of the executable files. Rubstein et al. discuss how this causes unnecessary system load and consequently slow down in the system response. Thus, Rubstein et al. disclose a system in which executable files may be dynamically integrated on-the-fly without going through compilation of the combined files. The assignee of the Rubstein et al. invention makes a wide selection of greeting cards for all occasions which can be purchased over the Internet and are embodied in a self-contained executable file which displays inappropriate animation that delivers the greeting. Rubstein et al., also discusses the desirability of assigning a unique identification to the greeting card to control the number of times the file may be changed and also for security control purposes such as a contest, sweepstakes, etc.

Once again, the Rubstein et al. and Rodriguez et al. inventions are completely non-analogous to one another and have been improperly combined. Furthermore, Rubstein et al. does not discuss the use of paper or plastic-based business or greeting cards. Instead, Rubstein et al. is directed to the dynamic integration of electronic files. Moreover, Rubstein et al. does not teach of printing vendor promotion discount indicia on a business or greeting card for redemption at the respective web-site

address. The vendor promotion discount indicia used in association with the present invention is an actual discount to be redeemed by visiting the web-site and making a purchase from the web-site or printing the discount for redemption at a physical store location. It is not directed to a contest, lucky draw, sweepstakes, or games which would require security control as taught in Rubstein et al.

Applicant respectfully submits that Rubstein et al. and Rodriguez et al. have been improperly combined. Moreover, the combination of Rubstein et al. and Rodriguez et al. still do not arrive at the present invention as recited in the independent claims. Thus, Applicant respectfully submits that the rejection is improper and should be withdrawn.

As discussed above, the present invention addresses the problems and concerns of business card retention and the visiting of web-site addresses of vendors. None of the cited references address the problem solved by the present invention. In the rare case where the prior art does not appreciate the existence of the problem solved by the invention, Applicant's recognition of the problem is, in itself, strong evidence of the non-obviousness of the invention. In re Nomya et al., 184 USPQ 607, 612,613 (CCPA 1975).

The Office Action properly admitted that none of the references teach printing on the opposite side of the card, as recited in claims 6, 8, 11 and 13. The Office Action asserts that "it would be counterproductive to print everything on one side of the card". There is absolutely no basis for this assertion in any of the references forwarded by the Examiner. Moreover, in the present invention, there is a logical reason for printing on the opposite side of the card. The multi-purpose card must serve as a business or greeting card. Thus, in a particularly preferred embodiment, the front face of the business card is in typical fashion, while the back face of the card is printed with the multiple participating vendor web-site addresses, vendor promotion discount indicia, and promotion code. Similarly, preferably such information is printed on a face of a greeting card which does not include the artwork or message of the greeting card. Thus, Applicant respectfully traverses this rejection as being baseless.

From the foregoing, Applicant respectfully submits that the Rodriguez et al., King, and Rubstein et al., references are completely non-analogous to one another and have been improperly combined. The Examiner in this case has failed to take the invention as a whole, or the references as a whole, and instead has selectively taken excerpts and features of non-analogous references in order to reject the claims. Of course, this is improper. Notwithstanding this, the combination of the references still fail to address and overcome the problems solved by the present invention and fail to disclose every element recited in the claims of the present application.

Accordingly, Applicant respectfully submits that the rejections are improper and the claims are patentably distinct from the cited references for the reasons discussed above.



IX. APPENDIX OF CLAIMS

4. A multi-purpose card, comprising:
 - a business card having issuing business or individual identifying indica thereon;
 - multiple participating vendor web-site addresses printed on the business card;
 - vendor promotion discount indicia printed on the business card to be redeemed at the respective web-site addresses; and
 - a promotion code printed on the business card, whereby a holder of the business card is able to access a participating vendor web-site address printed on the business card, enter the promotion code at the web-site and receive the vendor promotion discount.
5. The multi-purpose card of claim 4, wherein the business or individual identifying indicia includes information selected from the group consisting of: business or individual telephone number, business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.
6. The multi-purpose card of claim 5, wherein the multiple participating vendor web-site addresses are printed on an opposite side of the card as the business or individual identifying indicia.
7. A multi-purpose card, comprising:
 - a greeting card having artwork and message indicia printed thereon;
 - multiple participating vendor web-site addresses printed on the greeting card;
 - vendor promotion discount indicia printed on the greeting card to be redeemed at the respective web-site addresses; and
 - a promotion code printed on the greeting card, whereby a holder of the greeting card is able to access the at least one web-site address of the

at least one participating vendor, enter the promotion code at the web-site and receive the vendor promotion discount.

8. The multi-purpose card of claim 7, wherein the participating vendor web-site addresses are printed on a face of the card not having the artwork or message printed thereon.

9. A method for encouraging retention of business or greeting cards and simultaneously increasing visits to participating web-sites, the method comprising the steps of:

providing a multi-purpose card in the form of business or a greeting card;

printing a list of participating vendor web-site addresses and associated promotional discount indicia on the business or greeting card;

printing a promotional code on the business or greeting card;

using a computer network to access a participating vendor web-site using the vendor web-site address printed on the business or greeting card; and

entering the promotional code on the business or greeting card at the web-site to obtain the promotional discount.

10. The method of claim 9, wherein the business card includes business or individual identifying indicia selected from the group consisting of: business or individual telephone number, business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.

11. The multi-purpose card of claim 10, wherein the web-site addresses of the participating vendors are printed on an opposite side of the card as the business or individual identifying indicia.

12. The method of claim 9, wherein the greeting card includes artwork and a message.

13. The method of claim 12, wherein the web-site addresses of the participating vendors are printed on a face of the greeting card not having the artwork or message printed thereon.

Respectfully submitted,

KELLY BAUERSFELD LOWRY & KELLEY, LLP

A handwritten signature in black ink, appearing to read "Aaron T. Borrowman". It is written over a large, roughly circular, hand-drawn oval.

Aaron T. Borrowman

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ATB/maf

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